

MAIL TO:  
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# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:  Factor Direct LTD 11500 West Olympic Blvd., Suite 540 Los Angeles CA 90064	Name and Address of Charitable Organization: CT No. <u>7100</u> F.E.I.N. No. <u>13-1818723</u> Anti-Defamation League of B'nai B'rith Name of Charity <u>823 United Nations Plaza</u> Address of Charity New York NY 10017 City, State, and ZIP Code of Charity
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Figures from (check one): National Campaign ☐ California Campaign ☐

Telemarketing held (on) (from) 1/1/2002, 20 to 12/31/2002, 20  
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one) Fee ☐ Percentage ☐  
If other, provide brief explanation Other ☐

### 1. REVENUE

- A. Cash contributions
- B. Entertainment sales or admission charges
- C. Sales from products
- D. Advertisement sales
- E. Membership fees
- F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

136,701.00 A.  
\_\_\_\_ B.  
\_\_\_\_ C.  
\_\_\_\_ D.  
\_\_\_\_ E.  
\_\_\_\_ Fa.  
\_\_\_\_ Fb.  
\_\_\_\_ Fc.  
\_\_\_\_ Fd.

### G. TOTAL REVENUE

136,701.00 G.

### 2. EXPENSES

- A. Fees or commissions
- B. Salaries
- C. Payroll taxes
- D. Employee benefits
- E. Cost of merchandise for resale
- F. Cost of entertainment
- G. Postage
- H. Advertising
- I. Telephone
- J. Rental of equipment
- K. Facilities charge
- L. Permits
- M. Other expenses: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

\_\_\_\_ A.  
\_\_\_\_ B.  
\_\_\_\_ C.  
\_\_\_\_ D.  
\_\_\_\_ E.  
\_\_\_\_ F.  
\_\_\_\_ G.  
\_\_\_\_ H.  
\_\_\_\_ I.  
\_\_\_\_ J.  
\_\_\_\_ K.  
\_\_\_\_ L.  
\_\_\_\_ Ma.  
\_\_\_\_ Mb.  
\_\_\_\_ Mc.  
\_\_\_\_ Md.

### N. TOTAL EXPENSES

63,410.49 N.

PLEASE SEE ATTACHED  
BREAKDOWN OF EXPENSES

\* For CA only

400923

RECEIVED

MAY 27 2003

Attorney General's  
Registry of Charitable Trusts

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES**  
**2002 ANNUAL FINANCIAL REPORT**  
 (California Government Code Section 12599)  
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3. Amount to Charity (subtract line 2N from line 1G) 13,290.51 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) — 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) — 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 13,290.51 6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser) Thomas Segel Printed Name COO Title 4/7/03 Date

This report:

able organization for verifying the distribution.

Signature:

CARYL M. STERN Printed Name SR. ASSOC NAT'L DIRECTOR/COO Title 5/16/03 Date

Signature of authorized officer/director (Charity):

MICHAEL KELLMAN Printed Name ASSOC. NAT'L DIRECTOR/CFO Title 5/16/03 Date

Factor Direct Ltd  
Campaign Expense Allocation

	\$ 63,410.49
Printing	\$ 1,472.43
Postage	\$ 3,712.54
Telephone	\$ 3,488.21
Payroll	\$ 21,709.58
Employee benefits	\$ 1,614.82
Rent	\$ 3,463.60
Office manager	\$ 7,516.07
Utilities	\$ 791.35
Equipment	\$ 766.27
Recruitment	\$ 539.77
Computer Programming	\$ 458.47
Office expenses	\$ 14,280.25
P.S. Fee/Profit	\$ 3,597.12
Total	\$ 63,410.49